

ORDER



KSNV

Orders	Order / Rev:	<u>104452</u>
	Alt Order #:	<u>06832086</u>
	Product Desc:	<u>HELLER FOR SENATE</u>
	Estimate:	
	Flight Dates:	<u>10/31/12 - 11/06/12</u>
	Original Date / Rev:	<u>07/18/12 / 11/02/12</u>
	Order Type:	<u>GENERAL</u>

Primary AE:	Amy McCreary
Sales Office:	BLPHI
Sales Region:	National

Agency	Name:	<u>Strategic Media Services, Inc.</u>
	Buying Contact:	<hr/>
	Billing Contact:	<hr/>
		<u>3299 K St. NW</u>
		<u>Washington, DC 20007</u>

Billing Type:	Cash
Billing Calendar:	Broadcast
Billing Cycle:	EOM/EOC
Agency Commission:	15%

Advertiser	Name:	Heller, Dean for U.S. Senate
	Demographic:	A35+
	Product Codes:	PLC01
	Priority:	SELECT PRIORITY CODE
	Revenue Codes:	POLITICAL/AGY, PCAN, GEN

New Business Thru: _____
Order Separation: 00:05:00
Advertiser External ID: _____
Agency External ID: _____

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount	Month	# Spots	Gross Amount	Net Amount	Rating
10/29/12	11/06/12	73	\$64,975.00	\$55,228.75	November 2012	73	\$64,975.00	\$55,228.75	0.00
					Totals	73	\$64,975.00	\$55,228.75	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share	Share	Total
KSNV	29%	\$64,975.00
Market	100%	\$224,051.72

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	26%	\$58,253.45
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	18%	\$40,329.31
KTUD	1%	\$2,240.52
KVVU	24%	\$53,772.41
KVWB	0%	\$0.00
LV1	0%	\$0.00
LINKWIN	2%	\$1,481.03

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 Flight Dates: 10/31/12 - 11/06/12

Advertiser: Heller, Dean for U.S. Senate
 Product Desc: HELLER FOR SENATE
 Estimate:
 KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 2	KSNV	11/05/12	11/06/12	M-F 5-6a WakeUp w/Wagners		5-6a	MT-----	:30	2	\$300.002	0.00	NM		2	\$600.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 11/05/12															
E 3	KSNV	11/05/12	11/06/12	M-F 6-7a WakeUp w/Wagners		6-7a	MT-----	:30	2	\$700.001	0.00	NM		2	\$1,400.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 11/05/12															
E 4	KSNV	10/31/12	11/02/12	M-F 6-7a WakeUp w/Wagners		6-7a	--WTF--	:30	3	\$700.001	0.00	NM		3	\$2,100.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/29/12															
E 5	KSNV	10/31/12	11/02/12	Today Show	CM	658a-9am	--WTF--	:30	3	\$600.002	0.00	NM		2	\$1,200.00
TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/29/12															
E 6	KSNV	11/05/12	11/06/12	Today Show	CM	658a-9am	MT-----	:30	4	\$600.002	0.00	NM		4	\$2,400.00
TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 11/05/12															
E 7	KSNV	11/05/12	11/06/12	M-F Today Show II 3rd HOM		9-10a	MT-----	:30	2	\$275.002	0.00	NM		1	\$275.00
TODAY 2															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 11/05/12															
E 8	KSNV	10/31/12	11/02/12	M-F Today Show II 3rd HOM		9-10a	--W-F--	:30	2	\$275.002	0.00	NM		1	\$275.00
TODAY 2															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/29/12															
E 10	KSNV	11/05/12	11/05/12	M-F Today Show III 4th HOM		10am-11am	M-----	:30	1	\$225.002	0.00	NM		1	\$225.00
TODAY 3															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 11/05/12															
E 11	KSNV	11/05/12	11/05/12	Noon News	CM	12-1230pm	M-----	:30	1	\$275.002	0.00	NM		1	\$275.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 11/05/12															
E 12	KSNV	10/31/12	11/02/12	Noon News	CM	12-1230pm	--W-F--	:30	2	\$275.002	0.00	NM		2	\$550.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/29/12															
E 13	KSNV	10/31/12	11/02/12	The Agenda 1230pm	CM	1230-1p	--WTF--	:30	3	\$225.002	0.00	NM		3	\$675.00
AGENDA															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/29/12															
E 14	KSNV	10/31/12	11/02/12	Dr. Phil	CM	3-4p	--WTF--	:30	1	\$300.002	0.00	NM		1	\$300.00
PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/29/12															
E 15	KSNV	11/05/12	11/05/12		CM	3-4p	M-----	:30	1	\$300.002	0.00	NM		1	\$300.00

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 Product Desc: HELLER FOR SENATE
 Estimate: KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				Dr. Phil											
				Dr Phil											
				PHIL											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
		Week: 11/05/12	11/11/12	M-----		1			\$300.00	0.00					
E 16	KSNV	11/05/12	11/05/12	NEWS 3 at 4 (1 HOUR)CM		4-5pm			M-----		:30	1	\$450.002	0.00 NM	1 \$450.00
				4PM NEWS (1 hour)		(4:00 PM-4:30 PM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
		Week: 11/05/12	11/11/12	M-----		1			\$450.00	0.00					
E 17	KSNV	10/31/12	11/02/12	NEWS 3 at 4 (1 HOUR)CM		4-5pm			--WTF--		:30	3	\$450.002	0.00 NM	3 \$1,350.00
				4PM NEWS (1 hour)		(4:00 PM-4:30 PM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
		Week: 10/29/12	11/04/12	--WTF--		3			\$450.00	0.00					
E 18	KSNV	10/31/12	11/02/12	NEWS 3 at 4 (1 HOUR)CM		4-5pm			--WTF--		:30	3	\$450.002	0.00 NM	3 \$1,350.00
				4PM NEWS (1 hour)		(4:30 PM-5:00 PM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
		Week: 10/29/12	11/04/12	--WTF--		3			\$450.00	0.00					
E 19	KSNV	11/05/12	11/05/12	NEWS 3 at 4 (1 HOUR)CM		4-5pm			M-----		:30	1	\$450.002	0.00 NM	1 \$450.00
				4PM NEWS (1 hour)		(4:30 PM-5:00 PM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
		Week: 11/05/12	11/11/12	M-----		1			\$450.00	0.00					
E 20	KSNV	11/05/12	11/05/12	M-F Early News	CM	5-630p			M-----		:30	2	\$1,200.001	0.00 NM	2 \$2,400.00
				M-F Early News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
		Week: 11/05/12	11/11/12	M-----		2			\$1,200.00	0.00					
E 21	KSNV	10/31/12	11/02/12	M-F Early News	CM	5-630p			--WTF--		:30	6	\$1,200.001	0.00 NM	6 \$7,200.00
				M-F Early News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
		Week: 10/29/12	11/04/12	--WTF--		6			\$1,200.00	0.00					
E 22	KSNV	10/31/12	11/02/12	M-F Jeopardy	CM	630-7pm			--WTF--		:30	3	\$1,300.001	0.00 NM	3 \$3,900.00
				M-F Jeopardy											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
		Week: 10/29/12	11/04/12	--WTF--		3			\$1,300.00	0.00					
E 23	KSNV	11/05/12	11/05/12	M-F Jeopardy	CM	630-7pm			M-----		:30	1	\$1,300.001	0.00 NM	1 \$1,300.00
				M-F Jeopardy											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
		Week: 11/05/12	11/11/12	M-----		1			\$1,300.00	0.00					
E 24	KSNV	11/05/12	11/05/12	M-F Wheel	CM	7-730pm			M-----		:30	1	\$1,300.001	0.00 NM	1 \$1,300.00
				M-F Wheel of Fortune											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
		Week: 11/05/12	11/11/12	M-----		1			\$1,300.00	0.00					
E 25	KSNV	10/31/12	11/01/12	M-F Wheel	CM	7-730pm			--WT---		:30	2	\$1,300.001	0.00 NM	2 \$2,600.00
				M-F Wheel of Fortune											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
		Week: 10/29/12	11/04/12	--WT---		2			\$1,300.00	0.00					
E 26	KSNV	10/31/12	11/02/12	Face to Face/Ralston Rep	CM	730-758pm			--WTF--		:30	1	\$450.002	0.00 NM	1 \$450.00
				Face to Face w/ J.Ralston											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
		Week: 10/29/12	11/04/12	--WTF--		1			\$450.00	0.00					
E 28	KSNV	11/05/12	11/05/12		CM	11pm-1135pm			M-----		:30	1	\$775.002	0.00 NM	1 \$775.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				M-F News 3 at Eleven											
				M-F News 3 at Eleven											
				NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
		Week: 11/05/12	11/11/12	M-----		1			\$775.00	0.00					
E 29	KSNV	11/01/12	11/01/12	M-F News 3 at Eleven	CM	11pm-1135pm	---T---	:30	1	\$775.00	2	0.00	NM	1	\$775.00
				M-F News 3 at Eleven											
				NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
		Week: 10/29/12	11/04/12	---T---		1			\$775.00	0.00					
E 31	KSNV	11/05/12	11/05/12	The Tonight Show	CM	1135p-1237a	M-----	:30	1	\$275.00	2	0.00	NM	1	\$275.00
				Tonight Show											
				TON SHOW											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
		Week: 11/05/12	11/11/12	M-----		1			\$275.00	0.00					
E 32	KSNV	11/03/12	11/04/12	Sa-Su News 3 at Eleven	CM	11pm-1135pm	-----SS	:30	2	\$750.00	2	0.00	NM	1	\$750.00
				Sa-Su News 3 at Eleven											
				NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
		Week: 10/29/12	11/04/12	-----S		1			\$750.00	0.00					
E 33	KSNV	11/03/12	11/03/12	News 3 Sunrise - SATURDAY	CM	6a-7a	-----S-	:30	1	\$225.00	2	0.00	NM	1	\$225.00
				News 3 Sunrise SATURDAY											
				NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
		Week: 10/29/12	11/04/12	-----S-		1			\$225.00	0.00					
E 34	KSNV	11/03/12	11/03/12	Saturday Today	CM	7a-9am	-----S-	:30	1	\$325.00	2	0.00	NM	1	\$325.00
				Saturday Today											
				SAT TODAY											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
		Week: 10/29/12	11/04/12	-----S-		1			\$325.00	0.00					
E 35	KSNV	11/03/12	11/03/12	News 3 Today - SATURDAY	CM	9am-930am	-----S-	:30	1	\$300.00	2	0.00	NM	1	\$300.00
				News 3 Today - SAT											
				NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
		Week: 10/29/12	11/04/12	-----S-		1			\$300.00	0.00					
E 38	KSNV	11/03/12	11/03/12	Saturday Night Live	CM	1130pm-1:02am	-----S-	:30	1	\$750.00	2	0.00	NM	1	\$750.00
				Saturday Night Live											
				SNL											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
		Week: 10/29/12	11/04/12	-----S-		1			\$750.00	0.00					
E 39	KSNV	11/04/12	11/04/12	News 3 Sunrise - SUNDAY	CM	6a-7a	-----S	:30	1	\$350.00	1	0.00	NM	1	\$350.00
				News 3 Sunrise SUNDAY											
				NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
		Week: 10/29/12	11/04/12	-----S		1			\$350.00	0.00					
E 40	KSNV	11/04/12	11/04/12	Sunday Today	CM	7a-8am	-----S	:30	1	\$750.00	1	0.00	NM	1	\$750.00
				Sunday Today											
				SUN TODAY											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
		Week: 10/29/12	11/04/12	-----S		1			\$750.00	0.00					
E 41	KSNV	11/04/12	11/04/12	Meet the Press	CM	8a-9am	-----S	:30	1	\$3,000.00	1	0.00	NM	1	\$3,000.00
				Meet the Press											
				MTP											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
		Week: 10/29/12	11/04/12	-----S		1			\$3,000.00	0.00					
E 42	KSNV	11/04/12	11/04/12	News 3 Today Wknd	CM	9a-930am	-----S	:30	1	\$250.00	2	0.00	NM	1	\$250.00
				News 3 Today											
				NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
		Week: 10/29/12	11/04/12	-----S		1			\$250.00	0.00					
E 44	KSNV	11/04/12	11/04/12	CM	1P-9PM	-----S	:30	1	\$8,000.00	2	0.00	NM	1	\$8,000.00	

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 Estimate: KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				NFL Football											
				NFL Football											
				SNF											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S		1	\$8,000.00			0.00					
E 45	KSNV	11/04/12	11/04/12	Sports Night in Las Vegas	BM	Sun 1135p-1200a	-----S	:30	1	\$200.00	2	0.00	NM	1	\$200.00
				Sports Night in Las Vegas											
				SPORTS NIGHT											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S		1	\$200.00			0.00					
N 46	KSNV	11/04/12	11/04/12	NFL Post Game Break	CM	1pm-9pm	-----S	:30	1	\$6,500.00	1	0.00	NM	1	\$6,500.00
				NFL Post Game Break											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S		1	\$6,500.00			0.00					
N 47	KSNV	11/04/12	11/04/12	Nevada Newsmakers - Ch 10	CM	5:00- 6:00am	-----S	:30	1	\$825.00	3	0.00	NM	1	\$825.00
				Nevada Newsmakers - Ch 3	(5:00 AM-5:30 AM)										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S		1	\$825.00			0.00					
N 48	KSNV	11/06/12	11/06/12	M-F 5-6a WakeUp w/Wagner	CM	5-6a	-T-----	:30	1	\$450.00	1	0.00	NM	1	\$450.00
				M-F 5-6a WakeUp w/Wagners											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	-T-----		1	\$450.00			0.00					
N 49	KSNV	11/04/12	11/04/12	NFL Pre-Game / FNA	CM	1p-530pm	-----S	:30	1	\$1,600.00	1	0.00	NM	1	\$1,600.00
				NFL Pre-Game											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S		1	\$1,600.00			0.00					
N 50	KSNV	11/04/12	11/04/12	News 3 Live in Prime	CM	7-10pm	-----S	:30	1	\$1,800.00	1	0.00	NM	1	\$1,800.00
				News 3 in Prime											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S		1	\$1,800.00			0.00					
N 51	KSNV	11/05/12	11/05/12	NEWS 3 at 4 (1 HOUR)	CM	4-5pm	M-----	:30	1	\$725.00	1	0.00	NM	1	\$725.00
				4PM NEWS (1 hour)											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	M-----		1	\$725.00			0.00					
N 52	KSNV	11/06/12	11/06/12	The Doctors	CM	2pm-3pm	-T-----	:30	1	\$325.00	1	0.00	NM	1	\$325.00
				The Doctors											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	-T-----		1	\$325.00			0.00					
N 53	KSNV	11/05/12	11/05/12	M-F Early News	CM	5-630p	M-----	:30	1	\$1,200.00	1	0.00	NM	1	\$1,200.00
				M-F Early News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	M-----		1	\$1,200.00			0.00					
N 54	KSNV	11/06/12	11/06/12	Today Show	CM	658a-9am	-T-----	:30	1	\$900.00	1	0.00	NM	1	\$900.00
				Today Show											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	-T-----		1	\$900.00			0.00					

Totals 73 \$64,975.00